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Sheet 1 of <u>12</u> Form PTO-1449 TRADENS. Department of Commerce **Application Number Docket Number** 09/888,221 7080/71608 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Llewellyn WALL IN AN APPLICATION **Group Art Unit** Filing Date (Use several sheets if necessary) 2178 June 23, 2001 **U. S. PATENT DOCUMENTS FILING DATE SUB EXAMINER** CLASS NAME DATE **DOCUMENT NUMBER CLASS** IF APPROP. INITIAL 706 8 3/1990 Tyler 9 706 11 2/1995 Luciew, et al. 9 0 8 Kaplan, et al. 8 9 8/1995 -5 6 10/1997 Husick, et al. 5 8. 6 6/1998 Dasan 6 6 5 6 Center 2100 **Technology** 9 10/1998 Ferguson, et al. 5 765 10 9 12/1998 Gerace 5 8 4 3 501.1 715 7 3/1999 Blumer 0 715 505 7 3/1999 9 0 Wong, et al. 5 104.1 707 0 4/1999 DeRose, et al. 9 3 517 715 JB 4/1999 Orr, et al. FOREIGN PATENT DOCUMENTS **Translation** SUB COUNTRY DATE CLASS **DOCUMENT NUMBER CLASS** Yes No EP 0334113 A2 9/1989 Europe 5/1997 EP 0776132 A2 Europe **Europe** 3/2000 EP 1011244 A2 EP 1011244 A2 6/2000 Europe WO 96/28787 9/1996 **WIPO OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.) Babcock, "Andromedia Offers Personalization Server"; Inter@ctive Week, July 19, 1999 Bender, "Community and Personalization"; MIT Media Lab - IBM Corp. - Systems Journal, Vol. 35, No. 3 & SB 4, 1996 Berst, "Why Personalization is the Internet's Next Big Thing"; ZDNet Anchordesk, April 14, 1998 DATE CONSIDERED 5/9/05 **EXAMINER** EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

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Sheet 2 of 12 **Application Number** U.S. Department of Commerce **Docket Number** Form PTO-1449 7080/71608 09/888,221 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Llewellyn WALL IN AN APPLICATION **Group Art Unit Filing Date** (Use several sheets if necessary) 2178 June 23, 2001 **U. S. PATENT DOCUMENTS** FILING DATE **SUB EXAMINER** CLASS NAME **DOCUMENT NUMBER** DATE **CLASS** IF APPROP. INITIAL 517 715 4/1999 Orr, et al. 7 7 5 9 4/1999 Blinn, et al. 5 6 2 8 9 5/1999 Orr, et al. 0 5 9 0 3 2003 Schutzer, et al. 8 7/1999 5 9 8 Technology Center 2100 Carter 9 8 7/1999 2 6 7 5 9 706 0 8/1999 Αu 4 0 5 9 3 102 707 Pinard, et al. 8/1999 8 3 4 5 9 0 4 517 715 9/1999 King, et al. 5 5 9 6 506 715 12/1999 Nelson, et al. 9 8 5 9 9 4 9 5 ZZ 715 1/2000 Krishna, et al. 7 6 0 706 2/2000 Lannert, et al. 2 0 FOREIGN PATENT DOCUMENTS **Translation SUB** DOCUMENT NUMBER COUNTRY CLASS DATE CLASS Yes No **WIPO** 5/1997 WO 97/19719 **WIPO** 12/1997 WO 97/47135 **WIPO** 1/1998 WO 98/02831 **WIPO** 3/1998 WO 98/10356 つろ **WIPO** 5/1998 WO 98/20434 (Including Author, Title, Date, Pertinent Pages, Etc.) OTHER DOCUMENTS Brown, "Online Profiling Debate Continues At FTC: Inter@ctive Week, November 9, 1999 Cox, "Levi's Online Store Using Andromedia Technology"; InternetNews - E-Commerce News Archives, April 8, 1999 Dalton, "Online Data's Fine Line - As the technology to gather customer data online gets more sophisticated, businesses walk a tightrope between use and abuse; InformationWeek, March 29, 1999 DATE CONSIDERED 5/9/05 EXAMINER

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Sheet 3 of 12 **Application Number** U.S. Department of Commerce **Docket Number** Form PTO-1449 09/888,221 7080/71608 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Llewellyn WALL Group Art Unit 2/78 IN AN APPLICATION Filing Date (Use several sheets if necessary) June 23, 2001 **U. S. PATENT DOCUMENTS** FILING DATE SUB **EXAMINER CLASS** NAME DATE DOCUMENT NUMBER IF APPROP. **CLASS** INITIAL 523 2 2/2000 Nehab, et al. 2 9 8 6 0 725 116 2/2000 Herz 0 2 9 6 2 2 4/2000 Krishna, et al. 5 5 6 0 6/2000 Messerly, et al. 5 6 6 0 6/2000 8 8 Paik, et al. 6 0 7 6 0 Technology Center 2 100 Moshfeghi et al. 6/2000 7 6 6 6 6 8.3 L Kilmer, et al. Ż 6 6/2000 7 3 6 40 6/2000 Klosterman, et al. 7 3 54 706 8 6/2000 Johnson, et al. 9 8 7 6 0 203 709 8 2 2 9 7/2000 Newman, et al. 5 6 0 229 709 7/2000 Kiraly, et al. 8 **FOREIGN PATENT DOCUMENTS Translation** SUB CLASS COUNTRY DATE DOCUMENT NUMBER **CLASS** Yes No **WIPO** 6/1998 WO 98/23648 WIPO 12/1998 WO 98/57276 1/1999 **WIPO** WO 99/01909 2/1999 **WIPO** WO 99/08205 SB **WIPO** WO 99/20597 4/1999 (Including Author, Title, Date, Pertinent Pages, Etc.) OTHER DOCUMENTS Dean, "Personalizing Your Web Site"; CNET Builder.com, June 2, 1998 SB Dodge, "Big Marketer is watching you from the Big Webhouse"; October 18, 1999 YB Duvall; "When Does E-Marketing Cross The Line?"; InteractiveWeek, November 18, 1999 DATE CONSIDERED 5/9/05 EXAMINER EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance

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Sheet 4 of 12 Munit of Commerce **Application Number Docket Number** Form PTO-1449 09/888,221 7080/71608 Patent and Trademark Office **Applicant INFORMATION DISCLOSURE CITATION** Llewellyn WALL IN AN APPLICATION **Group Art Unit** Filing Date (Use several sheets if necessary) 2178 June 23, 2001 **U. S. PATENT DOCUMENTS SUB FILING DATE EXAMINER CLASS** NAME DOCUMENT NUMBER DATE CLASS IF APPROP. INITIAL 707 10 7 3/2001 Geiler 9 6 6 2/2001 Lafer, et al. 6 9 3 715 3/2001 Kelly, et al. 0 6 0 0 20 Klassen, et al. 5 3 6 4/2001 2 6 DFC 311 2003 Technology Center 2100 FOREIGN PATENT DOCUMENTS **Translation** SUB **CLASS** DOCUMENT NUMBER COUNTRY DATE **CLASS** Yes No U.B **WIPO** WO 99/24928 5/1999 5/1999 **WIPO** WO 99/25159 **WIPO** WO 99/26847 1999 **WIPO** 6/1999 WO 99/27219 **WIPO** 6/1999 WO 99/28528 OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pag s, Etc.) Glave, "Levi's Brave New World"; original publication unknown, dated August 16, 1999 Greening, "Tracking Users - What Marketers Really Want to Know"; Web Techniques, July 1999 Haar, "Net Perceptions First To Market OPS Product"; Inter@ctive Week Online, July 21, 1997 DATE CONSIDERED 5/9/05 **EXAMINER** ondre Surge EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

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Sheet 5 of 12 **Application Number** U.S. Deagraphent of Commerce **Docket Number** Form PTO-1449 09/888,221 7080/71608 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Llewellyn WALL IN AN APPLICATION Group Art Unit 2178 Filing Date (Use several sheets if necessary) June 23, 2001 **U. S. PATENT DOCUMENTS FILING DATE SUB EXAMINER** CLASS NAME DATE IF APPROP. **DOCUMENT NUMBER CLASS** INITIAL Technology Center 2100 FOREIGN PATENT DOCUMENTS **Translation** SUB **CLASS** DATE COUNTRY **DOCUMENT NUMBER CLASS** Yes No WIPO 6/1999 WO 99/28628 7/1999 **WIPO** WO 99/32982 **WIPO** WO 99/39281 **B**/1999 **WIPO** 9/1999 WO 99/48003 DI **WIPO** 3/2000 WO 00/14951 OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) Hamilton, "How The Web Was Won" - Personalization Panic: Beware the Three Deadly Pitsfalls" ZDNet AnchorDesk, August 12, 1998 JB Hibbard, "Assembly Online-The Web Is Changing Mass Production Into Mass Customization"; InformationWeek, April 12, 1999 Hopkins, "Component Primer"; Communications of the ACM, October 2000, Vol. 41, No. 10 DATE CONSIDERED 5/9/05 on da Burge **EXAMINER** EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

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Sheet 6 of 12 **Application Number** The Partment of Commerce Form PTO-1449 **Docket Number** 09/888,221 7080/71608 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Liewellyn WALL IN AN APPLICATION Group Art Unit 2178. Filing Date (Use several sheets if necessary) June 23, 2001 **U. S. PATENT DOCUMENTS FILING DATE** SUB **EXAMINER** CLASS NAME DATE DOCUMENT NUMBER CLASS IF APPROP. INITIAL 2003 DEC Tedhnology Center 2100 FOREIGN PATENT DOCUMENTS **Translation** SUB **CLASS** COUNTRY DATE DOCUMENT NUMBER **CLASS** No Yes **WIPO** 5/2000 WO 00/25223 **WIPO** 5/2000 WO 00/27061 WO 00/28427 5/2000 **WIPO WIPO** 5/2000 WO 00/29976 **WIPO** SB 5/2000 WO 00/29980 (Including Author, Title, Date, Pertinent Pages, Etc.) OTHER DOCUMENTS Karpinski, "Tools Rein In Data Collection - Web Merchants Grapple With User-Controlled Profiles"; InternetWeek, March 29, 1999 JB Karpinski, "Vendors Balance Power Personalization With Privacy" InternetWeek, February 26, 1998 Lach, "Market Research: Reading Your Mind, Reaching Your Wallet", American Demographics, November 1998 JB DATE CONSIDERED 5/9/05 on dra Burge **EXAMINER** EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

Sheet 7 of 12 U.S. Department of Commerce **Application Number Docket Number** Form PTO-1449 7080/71608 09/888,221 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Llewellyn WALL IN AN APPLICATION Group Art Unit 178 Filing Date (Use several sheets if necessary) June 23, 2001 **U. S. PATENT DOCUMENTS** SUB FILING DATE **EXAMINER CLASS** DATE NAME DOCUMENT NUMBER IF APPROP. **CLASS** INITIAL DEC 3 1 2003 Technology Center 2100 **FOREIGN PATENT DOCUMENTS Translation** SUB **CLASS** DATE COUNTRY DOCUMENT NUMBER **CLASS** Yes No WO 00/30003 5/2000 **WIPO WIPO** WO 00/30008 5/2000 **WIPO** 6/2000 WO 00/31671 **WIPO** 6/2000 WO 00/33160 **WIPO** 6/2000 JR WO 00/33224 (Including Author, Title, Date, Pertinent Pages, Etc.) **OTHER DOCUMENTS** Lasica, "It's time to get personal online"; AJR Newslink, December 1998 SP Malik, "Macromedia hums the e-business tune"; Forbes.com, October 7, 1999 JB Medford, "know who i am"; PC Magazine, January 16, 2001, pages 136-148 DATE CONSIDERED 5/9/05 **EXAMINER** EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

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| 1   | WO 01/15052 / 3/2001  |   |                 |          |  |       |       | 3/2001   | WIPO                      |                                       |                        |               |          |                  |  |  |
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| JB  |   |   |                 |          |  |       |       |          |                           |                                       |                        |               |          |                  |  |  |
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| Seltzer, "You, Too Can Be an E-Service Provider"; PC Magazine, April 3, 2000  |   |   |                 |          |  |       |       |          |                           |                                       |                        |               |          |                  |  |  |
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| EXAMINER  | Yondra Bange  |   |                 |          |  |       |       |          |                           |                                       | DATE CONSIDERED 5/4/05 |               |          |                  |  |  |
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Sheet 10 of <u>12</u> U.S. Department of Commerce **Application Number Docket Number** Form PTO-1449 09/888,221 7080/71608 Patent and Trademark Office **Applicant** INFORMATION DISCLOSURE CITATION Llewellyn WALL IN AN APPLICATION Group Art Unit 2178 **Filing Date** (Use several sheets if necessary) June 23, 2001 **U. S. PATENT DOCUMENTS** SUB **FILING DATE EXAMINER** CLASS **DOCUMENT NUMBER** DATE NAME **CLASS** IF APPROP. INITIAL Technology Center 2100 **FOREIGN PATENT DOCUMENTS Translation SUB CLASS** DATE COUNTRY **DOCUMENT NUMBER CLASS** No WO 01/20485 3/2/001 **WIPO** 3/2001 **WIPO** WO 01/20513 SD WO 01/20552 (| *B*/2001 **WIPO OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.) Seminerio, "Web finally delivering"; ZDNN, March 13, 199 Stein, "Service On the Net"; InformationWeek, January 4, 1999 JB Sterne, "Do You Know Me?"; WebMaster Magazine, April 1997 DATE CONSIDERED **EXAMINER** EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

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Sheet 11 of <u>12</u> **Application Number** U.S. Department of Commerce **Docket Number** Form PTO-1449 09/888,221 7080/71608 Patent and Trademark Office **Applicant INFORMATION DISCLOSURE CITATION** Llewellyn WALL IN AN APPLICATION **Group Art Unit** Filing Date (Use several sheets if necessary) 2178 June 23, 2001 **U. S. PATENT DOCUMENTS FILING DATE** SUB **EXAMINER** NAME . **CLASS** DATE **DOCUMENT NUMBER CLASS** IF APPROP. INITIAL Technology Center 2100 FOREIGN PATENT DOCUMENTS **Translation** SUB CLASS COUNTRY **DOCUMENT NUMBER** DATE **CLASS** Yes No (Including Author, Title, Date, Pertinent Pages, Etc.) OTHER DOCUMENTS Tebbe, "Between the Lines - Personalized Web Sites may become common as others join the bandwagon"; Infoworld, April 20, 1998 Walsh, "Personal data standards on the way"; Infoworld, February 22, 1999 Wilde, "Personal Business Web Sites"; Informationweek, August 9, 1999 DATE CONSIDERED 5/9/05 **EXAMINER** EXAMINER Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

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